

What Is Microsoft Dallas?

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**A marketplace of data sets with
a standard API.**

Trusted Data Providers

Authoritative

Commercial

Government

Structured and Unstructured Data

Developer Portal.....

Demo: Live Data Feed

Advantages

Developer has one billing relationship through the marketplace

Access data sets that were previously difficult to obtain

REST API allows Dallas to be used from Java, PHP, or on an iPhone.

Demo: Mashup

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Demo: Visual Data

Demo: Business Analytics

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Content Provider Opportunity

Marketplace

Single point of billing

Data transformation to common formats

Long Tail for Data providers

Azure cloud scale

Business Model

Free Trials for Developers

Transaction (query) or Subscription Pricing

Broad Spectrum of data

"Easy to understand licensing"

Summary

Dallas is an application built on Azure

Uses REST API for simplicity

Can integrate with Access Control Service

Business Model drives "sense" of the application